

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings of claims in the application. Applicant has amended claims 24, 28-32, 34, 42, and 43. Claims 1-23, 37-41, 45, and 67-89 have been withdrawn. Claims 46-66 have been canceled. New claims 90-96 have been added.

**Listing of Claims:**

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1. (Withdrawn) A computer-implemented method of making offers to consumers comprising:
- receiving information identifying a plurality of consumers;
  - receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;
  - identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;
  - generating a first offer for the first consumer, the first offer offering a first product for purchase by the first consumer at a first price for a first time period;
  - providing the first offer to the first consumer;
  - determining if the first consumer purchased the first product at the first price during the first time period; and
  - generating a second offer for the first consumer such that:
    - if the first consumer purchased the first product at the first price during the first time period, the second offer offers the first product for purchase by the first consumer at a second price for a second time period, wherein the second price is greater than or equal to the first price; and
    - if the first consumer did not purchase the first product at the first price during the first time period, the second offer offers the first item at a third price for a third time period, wherein the third price is less than the first price.
2. (Withdrawn) The method of claim 1 wherein:

receiving the information identifying the plurality of consumers comprises  
receiving an identifier associated with at least one consumer from the plurality of consumers; and  
receiving the purchase history information for the plurality of consumers  
comprises receiving purchase history information associated with the identifier.

3. (Withdrawn) The method of claim 1 wherein identifying the first  
consumer from the plurality of consumers based upon the purchase history information and the  
information identifying the plurality of consumers comprises:

receiving a plurality of conditions to be satisfied in order to receive the first offer;  
determining a set of consumers from the plurality of consumers who satisfy the  
plurality of conditions; and  
identifying the first consumer from the set of consumers.

4. (Withdrawn) The method of claim 1 further comprising:  
providing a state machine to control generation of offers, the state machine  
comprising a plurality of states wherein each state is configured to generate an offer; and  
wherein generating the first offer for the first consumer comprises:  
entering a first state of the state machine; and  
generating the first offer associated with the first state.

5. (Withdrawn) The method of claim 4 wherein generating the second offer  
for the first consumer comprises:

if the first consumer purchased the first product at the first price during the first  
time period:

transitioning from the first state to a second state of the state machine  
which is configured to generate an offer offering the first product at a price greater than or equal  
to the first price; and  
generating the offer associated with the second state.

6. (Withdrawn) The method of claim 5 further comprising deleting states from the state machine which are configured to generate offers offering the first product at a price lower than the first price.

7. (Withdrawn) The method of claim 4 wherein generating the second offer for the first consumer comprises:

if the first consumer did not purchase the first product at the first price during the first time period:

transitioning from the first state to a third state of the state machine which is configured to generate an offer offering the first product at a price lower than the first price;  
and

generating the offer associated with the third state.

8. (Withdrawn) The method of claim 7 further comprising deleting states from the state machine which are configured to generate offers offering the first product at a price equal to or higher than the first price.

9. (Withdrawn) The method of claim 1 wherein determining if the first consumer purchased the first product at the first price during the first time period comprises automatically monitoring information related to purchases made by the first consumer.

10. (Withdrawn) The method of claim 1 wherein providing the first offer to the first consumer comprises:

selecting a distribution channel for providing the first offer to the first consumer;  
and

using the distribution channel to advertise the first offer to the first consumer.

11. (Withdrawn) The method of claim 10 wherein the distribution channel is selected from a group of distribution channels comprising web-based distribution channels, direct mail distribution channels, interactive voice recognition systems, and dispensers.

12. (Withdrawn) A computer-implemented method of making offers to consumers for a plurality of products sold by a seller, the method comprising:  
receiving information identifying a plurality of consumers;  
receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;

identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;  
generating a first offer offering a product from the plurality of products for purchase by the first consumer for a first time period, wherein sale of the product offered by the first offer provides a first profit margin for the seller;

providing the first offer to the first consumer;  
determining if the first consumer purchased the product offered by the first offer during the first time period;

if the first consumer purchased the product offered by the first offer during the first time period, generating a second offer offering a product from the plurality of products for purchase by the first consumer for a second time period, wherein sale of the product offered by the second offer provides a second profit margin for the seller which is greater than the first profit margin; and

if the first consumer did not purchase the product offered by the first offer during the first time period, generating a third offer offering a product from the plurality of products for purchase by the first consumer for a third time period, wherein sale of the product offered by the third offer provides a third profit margin for the seller which is less than the first profit margin.

13. (Withdrawn) The method of claim 12 wherein the third offer is generated only if the third profit margin is above a margin threshold configured by the seller.

14. (Withdrawn) The method of claim 12 wherein:

receiving the information identifying the plurality of consumers comprises receiving an identifier associated with at least one consumer from the plurality of consumers; and receiving the purchase history information for the plurality of consumers comprises receiving purchase history information associated with the identifier.

15. (Withdrawn) The method of claim 12 wherein identifying the first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers comprises:

receiving a plurality of conditions to be satisfied in order to receive the first offer; determining a set of consumers from the plurality of consumers who satisfy the plurality of conditions; and identifying the first consumer from the set of consumers.

16. (Withdrawn) The method of claim 12 further comprising: providing a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer; and wherein generating the first offer for the first consumer comprises:

entering a first state of the state machine; and generating the first offer associated with the first state.

17. (Withdrawn) The method of claim 16 wherein generating the second offer comprises:

transitioning from the first state to a second state of the state machine which is configured to generate an offer which provides a profit margin greater than the first profit margin; and

generating the offer associated with the second state.

18. (Withdrawn) The method of claim 17 further comprising deleting states from the state machine which are configured to generate offers which provide profit margins lower than the first profit margin.

19. (Withdrawn) The method of claim 16 wherein generating the third offer comprises:

transitioning from the first state to a third state of the state machine which is configured to generate an offer which provides a profit margin lower than the first profit margin;  
and

generating the offer associated with the third state.

20. (Withdrawn) The method of claim 19 further comprising deleting states from the plurality of states which are configured to generate offers which provide profit margins equal to or higher than the first profit margin.

21. (Withdrawn) The method of claim 12 wherein determining if the first consumer purchased the product offered by the first offer during the first time period comprises automatically monitoring information related to purchases made by the first consumer.

22. (Withdrawn) The method of claim 12 wherein providing the first offer to the first consumer comprises:

selecting a distribution channel for providing the first offer to the first consumer;  
and

sing the distribution channel to advertise the first offer to the first consumer.

23. (Withdrawn) The method of claim 22 wherein the distribution channel is selected from a group of distribution channels comprising web-based distribution channels, direct mail distribution channels, interactive voice recognition systems, and dispensers.

24. (Currently Amended) A computer-implemented method of making offers to consumers for a plurality of products sold by a seller, the method comprising:

receiving information identifying a plurality of consumers;

receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;

identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;

generating a first offer, the first offer offering a product from the plurality of products for purchase ~~by the first consumer~~ at a first price for a first time period, wherein sale of the product offered by the first offer provides a first profit margin for the seller;

receiving a first threshold "M", wherein  $M \geq 1$ ;

receiving a second threshold "N", wherein  $N \geq 1$ , and "N" [[ $\geq$ ]] is less than or equal to "M";

(a) ~~offering~~ providing the first offer to the first consumer ;

(b) determining if the first consumer purchased the product offered by the first offer during the first time period;

repeating (a) and (b) until the first consumer has purchased the product offered by the first offer at least "N" times or until the first offer has been offered to the first consumer "M" times;

if the first consumer purchased the product offered by the first offer at least "N" times, generating a second offer for the first consumer, the second offer offering a product from the plurality of products for purchase ~~by the first consumer~~ for a second time period, wherein sale of the product offered by the second offer provides a second profit margin for the seller which is greater than the first profit margin; and

if the first consumer did not purchase the product offered by the first offer at least "N" times and the first offer has been offered to the first consumer "M" times, generating a third offer for the first consumer, the second offer offering a product from the plurality of products for purchase ~~by the first consumer~~ for a third time period, wherein sale of the product offered by the third offer provides a third profit margin for the seller which is less than the first profit margin.

25. (Original) The method of claim 24 wherein the third offer is generated only if the third profit margin is above a margin threshold configured by the seller.

26. (Original) The method of claim 24 wherein:  
receiving the information identifying the plurality of consumers comprises receiving an identifier associated with at least one consumer from the plurality of consumers; and  
receiving the purchase history information for the plurality of consumers comprises receiving purchase history information associated with the identifier.

27. (Original) The method of claim 24 wherein identifying the first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers comprises:  
receiving a plurality of conditions to be satisfied in order to receive the first offer;  
determining a set of consumers from the plurality of consumers who satisfy the plurality of conditions; and  
identifying the first consumer from the set of consumers.

28. (Currently Amended) The method of claim 24 further comprising:  
providing a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer; and  
wherein generating the first offer ~~for the first consumer~~ comprises:  
entering a first state of the state machine; and  
generating the first offer associated with the first state.

29. (Currently Amended) The method of claim 28 wherein generating the second offer comprises:  
transitioning from the first state to a second state which is configured to generate an offer which provides a profit margin for the seller that is greater than the first profit margin;  
and  
generating the offer associated with the second state.



30. (Currently Amended) The method of claim 29 further comprising deleting one or more states from the plurality of states which are configured to generate offers which provide profit margins for the seller that are lower than the first profit margin.

31. (Currently Amended) The method of claim 28 wherein generating the third offer comprises:

transitioning from the first state to a third state which is configured to generate an offer which provides a profit margin for the seller that is lower than the first profit margin; and generating the offer associated with the third state.

32. (Currently Amended) The method of claim 31 further comprising deleting one or more states from the plurality of states which are configured to generate offers which provide profit margins equal to or higher than the first profit margin.

33. (Original) The method of claim 24 wherein determining if the first consumer purchased the product offered by the first offer during the first time period comprises automatically monitoring information related to purchases made by the first consumer.


34. (Currently Amended) The method of claim 24 wherein providing the first offer to the first consumer comprises:

selecting a distribution channel for providing the first offer to the first consumer;  
and

using the distribution channel to ~~advertise~~ communicate the first offer to the first consumer.

35. (Original) The method of claim 34 wherein the distribution channel is selected from a group of distribution channels comprising web-based distribution channels, direct mail distribution channels, interactive voice recognition systems, and dispensers.

36. (Original) The method of claim 24 wherein the first threshold and the second threshold are received via a graphical user interface.



37. (Withdrawn) A computer-implemented method of making offers to consumers for a plurality of products sold by a seller, the method comprising:

- identifying a first consumer from a plurality of consumers;
- providing a state machine to control generation of offers, the state machine comprising a plurality of states;
- generating a first offer corresponding to a first state of the state machine, the first offer offering a product from the plurality of products for purchase by the first consumer for a first time period;
- providing the first offer to the first consumer;
- determining if the first consumer purchased the product offered by the first offer during the first time period;
- if the first consumer purchased the product offered by the first offer during the first time period:
  - transitioning from the first state to a second state of the state machine based on first marketing criteria associated with the first state; and
  - generating a second offer associated with the second state, the second offer offering a product from the plurality of products for purchase by the first consumer; and
  - if the first consumer did not purchase the product offered by the first offer during the first time period:
    - transitioning from the first state to a third state of the state machine based on second marketing criteria associated with the first state; and
    - generating a third offer associated with the third state, the third offer offering a product from the plurality of products for purchase by the first consumer.

38. (Withdrawn) A computer product program stored on a computer-readable medium for making offers to consumers, the computer program product comprising:

- code for receiving information identifying a plurality of consumers;

code for receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;

code for identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;

code for generating a first offer for the first consumer, the first offer offering a first product for purchase by the first consumer at a first price for a first time period;

code for providing the first offer to the first consumer;

code for determining if the first consumer purchased the first product at the first price during the first time period; and

code for generating a second offer for the first consumer such that:

if the first consumer purchased the first product at the first price during the first time period, the second offer offers the first product for purchase by the first consumer at a second price for a second time period, wherein the second price is greater than or equal to the first price; and

if the first consumer did not purchase the first product at the first price during the first time period, the second offer offers the first item at a third price for a third time period, wherein the third price is less than the first price.

39. (Withdrawn) The computer program product of claim 38 further comprising:

code for providing a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer;

wherein the code for generating the first offer for the first consumer comprises:

code for entering a first state of the state machine; and

code for generating the first offer associated with the first state; and

wherein the code for generating the second offer for the first consumer comprises:

if the first consumer purchased the first product at the first price during the first time period:

code for transitioning from the first state to a second state of the state machine which is configured to generate an offer offering the first product at a price greater than or equal to the first price; and

code for generating the offer associated with the second state; and  
if the first consumer did not purchase the first product at the first price during the first time period:

code for transitioning from the first state to a third state of the state machine which is configured to generate an offer offering the first product at a price lower than the first price; and

code for generating the offer associated with the third state.

40. (Withdrawn) A computer program product stored on a computer-readable medium for making offers to consumers for a plurality of products sold by a seller, the computer program product comprising:

code for receiving information identifying a plurality of consumers;

code for receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;

code for identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;

code for generating a first offer offering a product from the plurality of products for purchase by the first consumer for a first time period, wherein sale of the product offered by the first offer provides a first profit margin for the seller;

code for providing the first offer to the first consumer;

code for determining if the first consumer purchased the product offered by the first offer during the first time period;

if the first consumer purchased the product offered by the first offer during the first time period, code for generating a second offer offering a product from the plurality of products for purchase by the first consumer for a second time period, wherein sale of the product

offered by the second offer provides a second profit margin for the seller which is greater than the first profit margin; and

if the first consumer did not purchase the product offered by the first offer during the first time period, code for generating a third offer offering a product from the plurality of products for purchase by the first consumer for a third time period, wherein sale of the product offered by the third offer provides a third profit margin for the seller which is less than the first profit margin.

41. (Withdrawn) The computer program product of claim 40 further comprising:

code for providing a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer;

wherein the code for generating the first offer for the first consumer comprises:

code for entering a first state of the state machine; and

code for generating the first offer associated with the first state;

wherein the code for generating the second offer comprises:

code for transitioning from the first state to a second state of the state machine which is configured to generate an offer which provides a profit margin greater than the first profit margin; and

code for generating the offer associated with the second state; and

wherein the code for generating the third offer comprises:

code for transitioning from the first state to a third state of the state machine which is configured to generate an offer which provides a profit margin lower than the first profit margin; and

code for generating the offer associated with the third state.

42. (Currently Amended) A computer program product stored on a computer-readable storage medium for making offers to consumers for a plurality of products sold by a seller, the computer program product comprising:

code for receiving information identifying a plurality of consumers;

code for receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;

code for identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;

code for generating a first offer, the first offer offering a product from the plurality of products for purchase ~~by the first consumer~~ at a first price for a first time period, wherein sale of the product offered by the first offer provides a first profit margin for the seller;

code for receiving a first threshold "M", wherein  $M \geq 1$ ;

code for receiving a second threshold "N", wherein  $N \geq 1$ , and  $N \leq M$ ;

(a) code for ~~offering~~ providing the first offer to the first consumer;

(b) code for determining if the first consumer purchased the product offered by the first offer during the first time period;

code for repeatedly invoking codes (a) and (b) until the first consumer has purchased the product offered by the first offer at least "N" times or until the first offer has been offered to the first consumer "M" times;

if the first consumer purchased the product offered by the first offer at least "N" times, code for generating a second offer for the first consumer, the second offer offering a product from the plurality of products for purchase ~~by the first consumer~~ for a second time period, wherein sale of the product offered by the second offer provides a second profit margin for the seller which is greater than the first profit margin; and

if the first consumer did not purchase the product offered by the first offer at least "N" times and the first offer has been offered to the first consumer "M" times, code for generating a third offer for the first consumer, the third offer offering a product from the plurality of products for purchase ~~by the first consumer~~ for a third time period, wherein sale of the product offered by the third offer provides a third profit margin for the seller which is less than the first profit margin.

43. (Currently Amended) The computer program product of claim 42 further comprising:

code for providing a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer;

wherein the code for generating the first offer ~~for the first consumer~~ comprises:

code for entering a first state of the state machine; and

code for generating the first offer associated with the first state;

wherein the code for generating the second offer comprises:

code for transitioning from the first state to a second state which is configured to generate an offer which provides a profit margin for the seller that is greater than the first profit margin; and

code for generating the offer associated with the second state; and

wherein the code for generating the third offer comprises:

code for transitioning from the first state to a third state which is configured to generate an offer which provides a profit margin for the seller that is lower than the first profit margin; and

code for generating the offer associated with the third state.

44. (Original) The computer program product of claim 42 wherein:  
the code for receiving the first threshold comprises code for receiving the first threshold via a graphical user interface; and  
the code for receiving the second threshold comprises code for receiving the second threshold via the graphical user interface.

45. (Withdrawn) A computer program product stored on a computer-readable medium for making offers to consumers for a plurality of products sold by a seller, the computer program product comprising:

code for identifying a first consumer from a plurality of consumers;

code for providing a state machine to control generation of offers, the state machine comprising a plurality of states;

code for generating a first offer corresponding to a first state of the state machine, the first offer offering a product from the plurality of products for purchase by the first consumer for a first time period;

code for providing the first offer to the first consumer;

code for determining if the first consumer purchased the product offered by the first offer during the first time period;

if the first consumer purchased the product offered by the first offer during the first time period:

code for transitioning from the first state to a second state of the state machine based on first marketing criteria associated with the first state; and

code for generating a second offer associated with the second state, the second offer offering a product from the plurality of products for purchase by the first consumer; and

if the first consumer did not purchase the product offered by the first offer during the first time period:

code for transitioning from the first state to a third state of the state machine based on second marketing criteria associated with the first state; and

code for generating a third offer associated with the third state, the third offer offering a product from the plurality of products for purchase by the first consumer.

46. - 66. (Canceled)

67. (Withdrawn) A system for making offers to consumers for a plurality of products sold by a seller, the system comprising:

a communication network;

a computer system coupled to the communication network; and

a distribution channel;

wherein the computer system is configured to:



receive information identifying a plurality of consumers;

receive purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;

identify a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;

generate a first offer offering a product from the plurality of products for purchase by the first consumer, wherein sale of the product offered by the first offer provides a first profit margin for the seller;

receive a first threshold "M", wherein  $M \geq 1$ ;

receive a second threshold "N", wherein  $N \geq 1$ , and  $N \leq M$ ;

(a) provide the first offer to the distribution channel which is configured to advertise the first offer to the first consumer;

(b) determine if the first consumer purchased the product offered by the first offer during the first time period;

repeat (a) and (b) until the first consumer has purchased the product offered by the first offer at least "N" times or until the first offer has been offered to the first consumer "M" times;

if the first consumer purchased the product offered by the first offer "N" times, generate a second offer offering a product from the plurality of products for purchase by the first consumer for a second time period, wherein sale of the product offered by the second offer provides a second profit margin for the seller which is greater than the first profit margin; and

if the first consumer did not purchase the product offered by the first offer at least "N" times and the first offer has been offered to the first consumer "M" times, generate a third offer offering a product from the plurality of products for purchase by the first consumer for a third time period, wherein sale of the product offered by the third offer provides a third profit margin for the seller which is less than the first profit margin.

68. (Withdrawn) The system of claim 67 wherein the computer system is configured to generate the third offer only if the third profit margin is above a margin threshold configured by the seller.

69. (Withdrawn) The system of claim 67 wherein the information identifying the plurality of consumers received by the computer system comprises an identifier associated with at least one consumer from the plurality of consumers, and the purchase history information for the plurality of consumers received by the computer system comprises purchase history information associated with the identifier.

70. (Withdrawn) The system of claim 67 wherein in order to identify the first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers, the computer system is configured to:

receive a plurality of conditions to be satisfied in order to receive the first offer;  
determine a set of consumers from the plurality of consumers who satisfy the plurality of conditions; and  
identify the first consumer from the set of consumers.

71. (Withdrawn) The system of claim 67 wherein the computer system is further configured to:

provide a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer; and  
wherein in order to generate the first offer for the first consumer, the computer system is configured to:

enter a first state of the state machine; and  
generate the first offer associated with the first state.

72. (Withdrawn) The system of claim 71 wherein in order to generate the second offer, the computer system is configured to:

transition from the first state to a second state which is configured to generate an offer which provides a profit margin greater than the first profit margin; and  
generate the offer associated with the second state.

73. (Withdrawn) The system of claim 72 wherein, in order to generate the second offer, the computer system is further configured to delete states from the plurality of states which are configured to generate offers which provide profit margins lower than the first profit margin.

74. (Withdrawn) The system of claim 71 wherein in order to generate the third offer, the computer system is configured to:

transition from the first state to a third state which is configured to generate an offer which provides a profit margin lower than the first profit margin; and  
generate the offer associated with the third state.

75. (Withdrawn) The system of claim 74 wherein, in order to generate the third offer, the computer system is further configured to delete states from the plurality of states which are configured to generate offers which provide profit margins equal to or higher than the first profit margin.

76. (Withdrawn) The system of claim 67 wherein in order to determine if the first consumer purchased the product offered by the first offer during the first time period, the computer system is configured to automatically monitor information related to purchases made by the first consumer.

77. (Withdrawn) The system of claim 67 wherein in order to provide the first offer to the distribution channel, the computer system is configured to:

select the distribution channel from a group of distribution channels comprising web-based distribution channels, direct mail distribution channels, interactive voice recognition systems, and dispensers; and

use the selected distribution channel to advertise the first offer to the first consumer.

78. (Withdrawn) The system of claim 67 wherein the computer system comprises a display system which is configured to display a graphical user interface, and the computer system is configured to receive the first threshold and the second threshold via the graphical user interface.

79. (Withdrawn) A system comprising:  
a communication network;  
a plurality of point-of-sale (POS) systems coupled to the communication network;  
an offer-generation-system coupled to the communication network; and  
a plurality of distribution channels;  
wherein at least one POS system from the plurality of POS systems is configured

to:

transmit information identifying a plurality of consumers to the offer-generation-system; and

transmit purchase history information for the plurality of consumers to the offer-generation-system, the purchase history information comprising information related to purchases made by the plurality of consumers; and

wherein the offer-generation-system is configured to:

identify a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;

generate a first offer offering a product from the plurality of products for purchase by the first consumer, wherein sale of the product offered by the first offer provides a first profit margin for the seller;

receive a first threshold "M", wherein  $M \geq 1$ ;

receive a second threshold "N", wherein  $N \geq 1$ , and  $N \leq M$ ;

(a) provide the first offer to the distribution channel which is configured to advertise the first offer to the first consumer;

(b) determine if the first consumer purchased the product offered by the first offer during the first time period;

repeat (a) and (b) until the first consumer has purchased the product offered by the first offer at least "N" times or until the first offer has been offered to the first consumer "M" times;

if the first consumer purchased the product offered by the first offer "N" times, generate a second offer offering a product from the plurality of products for purchase by the first consumer for a second time period, wherein sale of the product offered by the second offer provides a second profit margin for the seller which is greater than the first profit margin; and

if the first consumer did not purchase the product offered by the first offer at least "N" times and the first offer has been offered to the first consumer "M" times, generate a third offer offering a product from the plurality of products for purchase by the first consumer for a third time period, wherein sale of the product offered by the third offer provides a third profit margin for the seller which is less than the first profit margin.

80. (Withdrawn) The system of claim 79 wherein in order to identify the first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers, the computer system is configured to:

receive a plurality of conditions to be satisfied in order to receive the first offer; determine a set of consumers from the plurality of consumers who satisfy the plurality of conditions; and

identify the first consumer from the set of consumers.

81. (Withdrawn) The system of claim 79 wherein the computer system is further configured to:

execute a software code module to provide a state machine to control generation of offers, the state machine comprising a plurality of states wherein each state is configured to generate an offer; and

wherein in order to generate the first offer for the first consumer, the computer system is configured to:

enter a first state of the state machine; and

generate the first offer associated with the first state.

82. (Withdrawn) The system of claim 81 wherein in order to generate the second offer, the computer system is configured to:

transition from the first state to a second state which is configured to generate an offer which provides a profit margin greater than the first profit margin; and

generate the offer associated with the second state.

83. (Withdrawn) The system of claim 82 wherein, in order to generate the second offer, the computer system is further configured to delete states from the plurality of states which are configured to generate offers which provide profit margins lower than the first profit margin.

84. (Withdrawn) The system of claim 81 wherein in order to generate the third offer, the computer system is configured to:

transition from the first state to a third state which is configured to generate an offer which provides a profit margin lower than the first profit margin; and

generate the offer associated with the third state.

85. (Withdrawn) The system of claim 84 wherein in order to generate the second offer, the computer system is further configured to delete states from the plurality of states which are configured to generate offers which provide profit margins equal to or higher than the first profit margin.

86. (Withdrawn) The system of claim 79 wherein in order to determine if the first consumer purchased the product offered by the first offer during the first time period, the computer system is configured to automatically monitor information related to purchases made by the first consumer.

87. (Withdrawn) The system of claim 79 wherein in order to provide the first offer to the distribution channel, the computer system is configured to:

select the distribution channel from a group of distribution channels comprising web-based distribution channels, direct mail distribution channels, interactive voice recognition systems, and dispensers; and

use the selected distribution channel to advertise the first offer to the first consumer.

88. (Withdrawn) The system of claim 79 wherein the computer system comprises a display system which is configured to display a graphical user interface, and the computer system is configured to receive the first threshold and the second threshold via the graphical user interface.

89. (Withdrawn) A system for making offers to consumers for a plurality of products sold by a seller, the system comprising:

a communication network;

a computer system coupled to the communication network; and

a distribution channel;

wherein the computer system is configured to:

identify a first consumer from a plurality of consumers;

provide a state machine to control generation of offers, the state machine comprising a plurality of states;

generate a first offer corresponding to a first state of the state machine, the first offer offering a product from the plurality of products for purchase by the first consumer for a first time period;

provide the first offer to the first consumer;

determine if the first consumer purchased the product offered by the first offer during the first time period;

if the first consumer purchased the product offered by the first offer during the first time period:

transition from the first state to a second state of the state machine based on first marketing criteria associated with the first state; and

generate a second offer associated with the second state, the second offer offering a product from the plurality of products for purchase by the first consumer; and

if the first consumer did not purchase the product offered by the first offer during the first time period:

transition from the first state to a third state of the state machine based on second marketing criteria associated with the first state; and

generate a third offer associated with the third state, the third offer offering a product from the plurality of products for purchase by the first consumer.

1 90. (New) The method of claim 24 wherein the second offer offers the  
2 product from the plurality of products at a second price that is greater than the first price.

1 91. (New) The method of claim 24 wherein the third offer offers the product  
2 from the plurality of products at a third price that is less than the first price.

1 92. (New) The computer program product of claim 42 wherein the second  
2 offer offers the product from the plurality of products at a second price that is greater than the  
3 first price.



1                   93.   (New) The computer program product of claim 42 wherein the third offer  
2 offers the product from the plurality of products at a third price that is less than the first price.

1                   94.   (New) The computer program product of claim 42 wherein:  
2                   the code for receiving the information identifying the plurality of consumers  
3 comprises code for receiving an identifier associated with at least one consumer from the  
4 plurality of consumers; and

5                   the code for receiving the purchase history information for the plurality of  
6 consumers comprises code for receiving purchase history information associated with the  
7 identifier.

1                   95.   (New) The computer program product of claim 42 wherein the code for  
2 identifying the first consumer from the plurality of consumers based upon the purchase history  
3 information and the information identifying the plurality of consumers comprises:

4                   code for receiving a plurality of conditions to be satisfied in order to receive the  
5 first offer;

6                   code for determining a set of consumers from the plurality of consumers who  
7 satisfy the plurality of conditions; and

8                   code for identifying the first consumer from the set of consumers.

1                   96.   (New) The computer program product of claim 42 wherein the code for  
2 providing the first offer to the first consumer comprises:

3                   code for selecting a distribution channel for providing the first offer to the first  
4 consumer; and

5                   code for using the distribution channel to communicate the first offer to the first  
6 consumer.